

2. **(Amended)** A method of processing signals at a receiver station based on a received information transmission, said method comprising the steps of:

storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of the group consisting of:

- (1) a property datum;
- (2) a financial datum;
- (3) an income datum; and
- (4) an interest datum;

receiving at least one control signal in said received information transmission;

TJ
detecting the presence of said at least one control signal in said received information transmission;

passing said detected at least one control signal to said computer;

generating a financial analysis by processing said stored subscriber datum in response to said detected control signal; and

outputting at least a portion of said financial analysis to a subscriber.

Please cancel claims 3 to 14.

15. **(Three Times Amended)** A method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:

TJ
outputting a mass medium program that explains at least one subscriber specific datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber and an output device for outputting said information;

receiving a reply from said subscriber at said input device, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station; communicating said reply to a remote station, said interactive mass medium program output apparatus and said remote station comprising a network having a plurality of transmitter stations; generating, in said network, a user specific financial analysis which is to be output at said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having a receiver for receiving at least a portion of said user specific financial analysis from said remote station; delivering said user specific financial analysis.

Please cancel claims 16 to 27.

28. (Twice Amended) A method of processing signals at a receiver station based on a broadcast or cablecast transmission, said method comprising the steps of :

- (a) storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of:
- (1) a property datum;
 - (2) a financial datum;
 - (3) an income datum; and
 - (4) an interest datum;
- (b) receiving one or more control signals in said broadcast or cablecast transmission;
- (c) detecting the presence of said one or more control signals in said broadcast or cablecast transmission;

(d) passing said one or more control signals to said computer;
(e) selecting a mass medium program on the basis of a stored parameter;
(f) outputting said mass medium program to a subscriber at said receiver station; and
(g) presenting some portion of a user specific financial analysis in said mass medium program,
said user specific financial analysis being based on said subscriber datum.

29. (Amended) The method of claim 28 further comprising the step of computing a value
datum by processing said stored subscriber datum in response to one or more of said detected and
passed control signals.

30. (Twice Amended) A method of communicating subscriber station information from said
subscriber station to one or more remote stations, said method comprising the steps of:

- (1) storing subscriber data at said subscriber station;
 - (2) processing an instruct signal and a control signal wherein said control signal is effective to
deliver a user specific financial analysis at said subscriber station, said processing at said subscriber
station is directed by instructions from said instruct signal, and said user specific financial analysis
being based on said subscriber data;
 - (3) generating one or more subscriber specific data from said step of processing said instruct
signal;
 - (4) transferring said one or more subscriber specific data from said subscriber station to said
one or more remote stations; and
 - (5) receiving at least one of viewer modified or planner modified information for use in a
subsequent iteration of processing an instruct signal.
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Please cancel claims 31 to 37.

38. (Amended) A method of communicating program material to a receiver station which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a processor operatively connected to said output device, wherein said receiver station is adapted to detect and respond to one or more instruct signals, said method comprising the steps of:

outputting a program to be transmitted at a transmitter station and delivering said program to a transmitter;

storing said one or more instruct signals at said transmitter station, said one or more instruct signals at said receiver station operating to deliver a user specific financial analysis, said user specific financial analysis based on pre-stored subscriber data;

and

transmitting from said transmitter station an information transmission comprising said program and said one or more instruct signals.

39. (Unchanged) The method of claim 38, wherein some identification data or said one or more instruct signals are embedded in a mass medium program signal including said program.

40. (Amended) The method of claim 38, wherein said step of transmitting directs said information transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

41. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

42. (Unchanged) The method of claim 38, further comprising the steps of receiving said program at a receiver in said transmitter station, communicating said program from said receiver in said transmitter station to a memory location, and storing said program at said memory location for a period of time prior to communicating said program to said transmitter.

Please cancel claims 43 to 108.